



Town of Arlington, Massachusetts
730 Massachusetts Ave., Arlington, MA 02476
Phone: 781-316-3000

webmaster@town.arlington.ma.us

Minutes 07/09/2012

Arlington Cultural Council

Minutes of Monday, July 9, 2012 Meeting

Robbins Library, 4th Floor Conference Room, 7:30 p.m.

Present: Margaret Barrett, Karin Blum, Eliza Burden, Kurt Fusaris, Wendy Glaas, Becky Holmes-Farley, Stephanie Marlin-Curiel and Scott Samenfild, Sharon Shaloo

Visitors: Maggie Husak and Joe Burns

The meeting was called to order at 7:35 pm.

ITEM 1 Approval of June Minutes

· May 14, 2012 Minutes were reviewed. Eliza suggested that the term "planning committee for Town Day" in Item 6 be revised to read "planning subcommittee for Town Day." The Minutes were then APPROVED unanimously, as Amended.

Margaret arrived at 7:40 p.m.

Joe Burns arrived at 7:42 p.m.

ITEM 2 Report on Outstanding Grants

· 2011-09, The Arlington & The Cultural Renaissance project by the Cyrus Dallin Art Museum. Sharon reported that this was originally a 2011 grant for \$700 and that it has been extended once already. She shared an electronic communication she received from Aimee Taberner explaining that they are still committed to completing the project, but that they have been stretched thin with other projects and, therefore, have revised their completion date and now hope to have the booklet printed for the 100th anniversary of the Town Hall and Robbins Memorial Park. There was discussion about how to handle this second request for extension. As Sharon is cycling off, Margaret agreed to assume the role of liaison for this project for the purpose of ascertaining whether the Cyrus Dallin Art Museum can commit to finishing the project by the end of the calendar year. Margaret will report on this outstanding grant next month.

ITEM 3 Requests for Payment

· Sharon reported that payment had been made, or was in process, for the following projects:

- 2012-02, Veronica Robles,
- 2012-03 for Richard Clark,
- 2012-05 for Betsy Schramm/Pasquale Tassone

As all the Council members were now present, the Council members exchanged introductions with the visitors.

ITEM 4 Treasurer's Report

Sharon provided each Council member with a copy of the ACC Financials spreadsheet from Fiscal Year 2012. She explained the calculations including the background account summaries. Sharon explained that the Council underspent its administrative account for Fiscal Year 2012. The unspent amount will need to be added to the amounts to be granted next year. Sharon also reported that new receipts came in that caused us to overspend our allotment. She suggested that we could cover most of it from our administrative account, but would need to take a vote if we wanted to approve covering the remainder (overage of \$35.34) from locally raised funds. A vote was called and was APPROVED unanimously.* Sharon indicated that we have \$1,900.71 in grants that reverted from prior years and that we should keep that in mind as we move forward with grants this coming year.

*NOTE: The following day, all members received an e-mail from Sharon with a small adjustment to calculations indicating that the preceding vote should be vacated because the Council only underspent its administrative account by \$25.00 and did not need to use interest earned on the account. This small correction will be reviewed and made part of the record of the Minutes during our August meeting.

ITEM 5 Community Input Survey Results

Scott reported that we received over 100 responses which is a good sample size. He provided a pdf of the results to each of the council members. Scott suggested that a good number of people indicated an interest in seeing more concerts. Eliza noted that almost 30 percent of respondents didn't seem to be aware that ACC offered grants. Becky suggested that perhaps we should hand out fake money at Town Day with a description of our grant program on one side to get across the idea that we are "giving away money." Margaret thought that the Council may actually have done something similar in a prior year, but that we could do it again. Sharon suggested that we might see about whether our Agenda could be sent out automatically, through the town, to those who request it.

ITEM 6 Town Day Planning and Grant Guideline Preparations

- Eliza has requested that we receive Lamson Way again, but whether this has been assigned to us has not been confirmed.
- Eliza, Becky, Martha and Margaret have agreed to be on the planning subcommittee for Town Day and will meet this month to formulate a plan.
- Margaret suggested that Town Day Planning should be placed near the top of our next agenda.
- Eliza mentioned that she will consult with Stephanie and will undertake the rewriting of grant guidelines and will provide those to the Council members before the next meeting so that they may be reviewed.
- It was suggested that most people get their information online, so we may not want to print and distribute too many hard copies. The hard copies should be limited to key locations such as the ACA, Robbins and the Selectmen's Office.

ITEM 7 Arlington Alive! Update

- Stephanie prepared and distributed, electronically, a detailed report of the Alive! event which it was generally agreed was a great summary of the event.
- Stephanie reported that Alan Minoian, the new Economic Development Coordinator has been met with and has been very helpful and enthusiastic. He reportedly believes that the arts are a key component of economic development. He has many ideas about how to improve street life in Arlington - making things more attractive (by providing things like outdoor cafes). He is invested in the arts community.
- Margaret suggested that perhaps the ACC could invite Alan Minoian to attend one of our meetings for a "meet and greet."
- Stephanie said she would rework the Arlington Alive! report to alert people to grant guidelines for this year and said that she will send it to Scott for posting and announcement about the upcoming grant cycle.

ITEM 8 Grant Cycle Business - publicity

- Stephanie said that we need a clear plan for publicizing the grant cycle this year.
- Eliza will propose revisions that we may include with the applications this year and will circulate her draft prior to the August meeting.
- Becky said that she would try her hand at rewriting the sample grant application to comply with the new guidelines that Eliza writes. Sharon offered that, even though she will be off the Council at that point, she would be a resource if the computer logistics were difficult.
- Eliza suggested that a grant writing workshop might be held on Wednesday September 19th.

- After the guidelines have been rewritten it was agreed that we would post and publicize. It was suggested that using the Town of Arlington notification system might be important way to reach people, but would be a one or two shot thing and that maybe we should aim at a time between Town Day and Labor Day.
- Karin said she would take care of sending a notice to the Arlington List.

ITEM 9 New Business

- A-TED (Arlington Committee on Tourism and Economic Development) has proposed having an event titled "Menotomy Rocks" during the summer of 2013. Sharon is also a member of A-TED and explained that A-TED has plans to rejuvenate the former Chamber of Commerce concert series. They would like to have the concerts close to the restaurants in the Center (they used to be in front of the Jefferson Cutter House) and would like to collaborate with Center businesses and involve them. She suggested that if the ACC wanted to co-produce the series then we might think about co-writing a grant proposal to MCC. It might be a good opportunity for the Arlington Cultural Council to have a self-initiated grant proposal and event. But, if ACC does not feel they can help produce the project, then A-TED will proceed to identify people to put together a grant application that they will submit to ACC in the Fall. She suggested A-TED would probably wish to know whether they should plan to write their own grant proposal by early September.

Margaret suggested that she could look into the MCC guidelines to see what would be involved in having the ACC submit its own grant proposal for this project. Stephanie suggested we'd want to make certain there are people at ACC who would wish to be involved. The visitor, Joe Burns, suggested that he would have an interest in becoming involved.

ITEM 10 Past Events

The Richard Clark Performance already occurred. We were reminded to ensure that we are aware of performance dates so that ACC representatives can make plans to be present.

- Meeting was adjourned at 9:00 p.m.

Submitted by Rebecca Holmes-Farley, Recording Secretary

Reserved rooms for the following upcoming meetings:

Mon. August 13th, 4th Floor Conference Room, Robbins Lib. 7:00 p.m.
Mon. September 10th, 4th Floor Conference Room Robbins Lib 7:00 p.m.
Mon. October 15th, 4th Floor Conference Room Robbins Lib 7:00 p.m.